BTEC Assignment Brief

Qualification	Pearson BTEC Level 3 International Foundation Diploma in Travel and Tourism Pearson BTEC Level 3 International Diploma in Travel and Tourism Pearson BTEC Level 3 International Subsidiary Diploma in Travel and Tourism
Unit number and title	**Unit 5: Travel and Tourism Enterprises**
Learning aims	B: Develop a start-up plan for a new travel and tourism enterprise to meet the changing needs of consumers C: Prepare a marketing strategy to launch the new travel and tourism enterprise to raise consumer awareness
Assignment title	My Bright Idea
Assessor	
Issue date	
Hand in deadline	

Vocational Scenario or Context	You are working as a junior researcher for 'Bright Ideas in Tourism', a market research company specialising in the travel and tourism industry. You have been asked to develop your idea for a new travel and tourism enterprise further.
Task 1	You must devise a start-up plan for the enterprise and a marketing strategy to launch it and to raise consumer awareness**.** **Start-up plan** ● a detailed explanation of your proposed travel and tourism enterprise, fully justified using your previous research analysis. ● a comprehensive start-up plan for the proposed travel and tourism enterprise, analysing its feasibility. You should include consideration of the legal implications that may affect your proposal, accurate and relevant financial data to support the enterprise and detailed identification of the resources needed. **Marketing strategy** ● a marketing strategy for your new enterprise, including a well-balanced marketing mix. ● an assessment of the potential effectiveness of your strategy, explaining carefully why each element of the marketing mix is important in raising awareness of your new travel and tourism enterprise.

	Evaluation Evaluate your start-up plan and marketing strategy, taking into account the timeline and budget available and any constraints.
Checklist of evidence required	Start-up plan Marketing Strategy Evaluation

Criteria covered by this task:	
Unit/Criteria reference	To achieve the criteria you must show that you are able to:
5/BC.D2	Evaluate the feasibility of the start-up plan and marketing strategy, taking into account any constraints.
5/C.M3	Assess the potential effectiveness of the marketing strategy in raising awareness for the new travel and tourism enterprise.
5/B.M2	Analyse the feasibility of the start-up plan for a new travel and tourism enterprise.
5/C.P6	Prepare a marketing strategy for the new travel and tourism enterprise
5/C.P5	Explain why the elements of the marketing mix are important in raising awareness for the new travel and tourism enterprise.
5/B.P4	Produce a start-up plan for the new travel and tourism enterprise.
5/B.P3	Explain the proposed travel and tourism enterprise.

Sources of information to support you with this Assignment	**Textbooks** Dale, G. (2018) *Pearson BTEC National Travel and Tourism Student Book.* Harlow: Pearson McMurtry, J. (2017) *Marketing for Dummies*, *5th Edition,* For Dummies: ISBN 978111936557 Armstrong G and Kotler P (2012) *Marketing: An introduction* Pearson ISBN 9780273762607 Kotler P and Armstrong G (2013) – *Principles of Marketing* Pearson ISBN 9780273742975 **Websites** www.cim.co.uk www.cim.co.uk/files/promotionalmix.pdf. www.contentmarketinginstitute.com/what-is-content-marketing/ Useful (and free) e-book on 'What is content marketing? www.digitaladvertising.co.uk/digital-advertising-costs Useful information on budgets and costs. www.guerillascope.co.uk/tv-advertising-costs

	Useful information on budgets and costs. www.peterjones.com/business-guide/ Downloadable guides covering all stages of developing and launching a new enterprise. www.princes-trust.org.uk/help-for-young-people/tools-resources/business-tools/business-plans Provides resources, templates and advice to support young people setting up a business. www.profitableventure.com/travel-tourism-business-ideas Business support website with latest trends and enterprise opportunities in travel and tourism. www.radioadvertising.co.uk/costs Useful information on budgets and costs.
Other assessment materials attached to this Assignment Brief	N/A